

BABYCAL NEWS

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New BabyCal Contractor

The California Department of Health Services' (DHS) BabyCal Campaign has selected a new contractor to continue its goal of educating pregnant women in California about the need to get early prenatal care and practice healthy behaviors. Beginning November 1, 1995, Runyon Saltzman & Einhorn assumed responsibility for the BabyCal Campaign, including statewide radio and TV advertising, public relations and the network of community-based organizations (CBOs).

Runyon Saltzman & Einhorn, a Sacramento-based advertising/public relations agency, was chosen during a competitive process. The company works closely on the BabyCal Campaign with Hill and Knowlton, an international public relations firm, to communicate the BabyCal message about early prenatal care and the availability of state programs such as AIM and Medi-Cal.

"We are delighted to be part of the DHS BabyCal Campaign," said Jane Einhorn, who heads the BabyCal contractor team. "We have worked in the area of public education for many years and we are especially pleased to have an opportunity to apply our expertise to contribute to better infant health in our state."

Other members of the contractor team include specialists in communicating to BabyCal's target audience -- LAGRANT Communications of Los Angeles, DAE Advertising of San Fran-

cisco, DISCRETION of Sacramento and consultant Edith Tybo.

"We look forward to the new partnership with Runyon Saltzman & Einhorn and to continuing our work on the BabyCal Campaign," said Teri Hodges, manager of the DHS Medi-Cal Perinatal Unit.

"We are excited about the opportunity to work with the nearly 300 CBOs throughout California who participate in the BabyCal Campaign," said CBO Director Paula Ramsey, "and we plan to provide new ideas and ways to assist CBOs." One new Campaign component already introduced as a result of the new partnership is the naming of four CBO coordinators located in both Northern and Southern California to provide daily contact to CBOs. You'll learn more about these new CBO coordinators in an article that appears on page 3. These coordinators will be your day-to-day link with the BabyCal Campaign, responding to your requests and recommendations, and assisting and supporting you in your need for outreach materials.

"The CBO coordinators are enjoying working with each of you, and we want you to know that we are here to help," said Paula. "We also want to acknowledge the contributions of EvansGroup's Paula Crisostomo and Mercedes Tudy-Hamilton, who helped build strong relationships between the BabyCal Campaign and CBOs during the earlier phases."



- How to Order BabyCal Materials -

A variety of BabyCal outreach materials are available free of charge to assist you with your clients, including multi-lingual posters (as shown above) and brochures, brochure holders and ball-point pens. Some ways to conduct outreach using these BabyCal materials include featuring the mini posters as notebook/binder covers and attaching pens to clinic registration materials. We also would like to hear **your** ideas for conducting outreach using BabyCal materials; please send your ideas to the CBO Mailbox (contact information found in the CBO Mailbox column on page 4).

Order forms can be obtained from your CBO Coordinator and faxed to Hill & Knowlton, (Attention: Erica Boatman, fax no. 213-782-8192). Please note that certain items have been back-ordered. We are currently restocking our inventory and expect to fill these orders within the next several weeks.

All orders are fulfilled by Hill & Knowlton, Los Angeles, within 48 hours of receipt, and shipped via UPS. If you have any questions regarding your order, please call Erica Boatman (213-966-5740) at Hill & Knowlton.

The East Valley Community Clinic in San Jose has been providing health services to area residents for 24 years. "We have a very dedicated staff, and have been able to continue our efforts, even through the hard times of budget cuts and longer work days," according to Clinic Manager Janet Espinoza, who has been involved with the organization for 13 years.

Approximately 65 percent of the staff's work service is dedicated to prenatal services, while the remaining 35 percent consists of family planning and primary and newborn care.

Expanding daily, the clinic recently added two more physicians, OB-GYN James Lindsey, and Pediatrician Asuncion Disini. In total, there are four physicians and two nurse practitioners who see approximately 150-200 patients each week. Outside of the clinical services, the doctors are also extensively involved in their communities. Five hundred volunteers went door-to-door in selected neighborhoods distributing information on a free mobile immunization clinic they sponsored. They also are taking their community efforts to downtown San Jose, distributing coupons for free immunizations available to the public in the surrounding area.



A BabyCal CBO, the East Valley Community Clinic in San Jose, makes a difference for pregnant women by providing critical prenatal services and newborn care.

According to Dinorah Miramontes, the clinic's CPSP case manager, the BabyCal posters and brochures work very well. The clinic has a variety of clientele, many of whom have expressed their appreciation for the

different nationalities and languages featured on BabyCal print materials. The clinic also uses BabyCal pens in its own orientation packet for new mothers. The packet also includes WIC brochures, a nutrition guide and general information about being pregnant and clinic services.

Our clinic's prenatal care services are very one-on-one," says East Valley's Clinic Manager, Espinoza.

Recently, the clinic began extending its services to include family members of clients. "We are going to be focusing more on those males who are important in the lives of the women we see," says Espinoza. "There are very

few programs offered for men, yet they play such an important role in both the mother's and baby's lives."

For more information regarding this clinic's outreach activities, contact Janet Espinoza at East Valley Community Clinic, 2470 Alvin, Ste. 3, San Jose, CA 95121, (408) 274-7100.

State-Sponsored Health Insurance Program For Uninsured Pregnant Women Expands

AIM Expands to 300 Percent

The State's Access for Infants and Mothers (AIM) health insurance program has recently expanded eligibility to women and working families earning up to 300 percent of the Federal Poverty Level.

"This is another important step in expanding access to care for pregnant women," said John Ramey, Executive Director of the Managed Risk Medical Insurance Board which administers the AIM program.

The AIM Program provides prenatal, delivery and postpartum services for eligible uninsured pregnant women and two years of comprehensive infant care. Families pay two percent of their gross family income and the state subsidizes the rest. Previously, AIM served



women and families from 200 to 250 percent of the Federal Poverty Level.

"Uninsured working families should take advantage of this program expansion because of its low cost and comprehensive benefits," said Ramey.

To be eligible for the AIM Program, a woman must be pregnant but no more than 30 weeks pregnant at the time of application, have a total gross family income between 200 and 300 percent of the Federal Poverty Level, not have a current Medi-Cal or Medicare card, have no private health insurance or maternity benefits and have been a California resident for six months prior to application.

For more AIM information, please call 1 (800) 433 - 2611.

New CBO Coordinators

Under the direction of Paula Ramsey, the Community-Based Organization (CBO) component of the BabyCal Campaign will continue to be an integral part of the Campaign's outreach. As CBO director, Paula's overriding goal is to ensure that the nearly 300 BabyCal CBOs statewide have the necessary information and materials to serve the Campaign's target populations in the communities where they live.

The BabyCal Campaign welcomes four CBO coordinators who have been designated for the community-based organization component. All are experienced in community work, with an emphasis in the health care field. We are pleased to have them join the BabyCal team, and know their participation will help to spread the BabyCal message throughout our California communities.

The new coordinators are Ms. Carmen Hayward-Stetson and Ms. Alva Moreno, working in Southern California, and Ms. Nadine Roberts and Ms. Edith Marie Tybo, in Northern California. Although the coordinators have been in the process of calling all of the CBOs to introduce themselves, we would like to briefly give you some additional details about their backgrounds, special interests and commitment to improving the health of California's children.



Carmen Hayward-Stetson

Carmen Hayward-Stetson
Southern California
phone: 818/906-8892

Carmen has many years of experience in grassroots efforts to fight infant mortality and low birthweight. An entrepreneur, producer and performing artist, Carmen developed a documentary, "Getting Baby Off the

Bottle: The Effects of Alcohol on African American Women and Children," which has helped promote one of BabyCal's key messages. Other projects she has produced include "A Rage in Harlem," the Los Angeles Cultural Affairs Department's "Celebrity Village Games," and "Freedom Fest '91," an all-day outdoor event heralding the 200th anniversary of the Bill of Rights. For more than six years, Carmen also has coordinated special events for "Great

for Black Babies" in the greater Los Angeles area, and is a consultant to the program's Teen Task Force.

"I look forward to working with BabyCal because the Campaign embodies many of the values I have come to appreciate in my life," says Carmen. "I care about our children, and I want to do everything I can to ensure the good health of our next generation."

Alva Moreno
Southern California
phone: 310/948-2281



Alva Moreno

Alva has worked with community-based organizations to address health care issues of Hispanics in Southern California for more than 20 years. She has written on a wide variety of health issues and has created numerous educational and instructional videos in English and Spanish.

Alva's professional background includes work on the following initiatives: People of Color Mobilizing for Survival (State Office of AIDS, Sacramento); Latinos and AIDS (a national strategy symposium) and the Hispanic AIDS Education Conference (California State University, Los Angeles).

"The area of prenatal care is so vital," says Alva. "I'm very excited to have the opportunity to work with CBOs to bring this critical message to the target communities."

In recognition of her outstanding health care work, Alva was honored as Woman of the Year in Health Care by the Los Angeles Commission on the Status of Women.

Nadine Roberts
Northern California
phone: 916/422-7816



Nadine Roberts

Nadine also brings a variety of health care experience to the BabyCal team. A former health programs

New CBO Coordinators (cont.)

manager for the Women's Civic Improvement Club of Sacramento County, Nadine was responsible for the day-to-day operations of the Black Infant Health Project (BIHP), AIDS Education & Prevention program and the AIDS case management project.

Nadine is a consultant to Sacramento County's Black Infant Health Program and continues to serve as the AIDS Program Consultant to Sacramento's African American AIDS project, coordinating its media campaign.

Nadine provides health care consulting services to community-based organizations and state and county agencies through her home-based business, DISCRETION, Inc.

"Having my own business allows me to focus on the health issues I'm most passionate about," according to Nadine. "Prenatal care is one of those areas. As a BabyCal CBO coordinator, I'm able to work with community organizations to help make a difference for tomorrow's babies."

Edith Marie Tybo
Northern California
phone: 916/395-0461



Edith Marie Tybo

Edith, a Native American from Elko, Nevada (Te-Moak Bands of Western Shoshone), has spent more than 16 years providing health education to the Indian Community (approximately 15,000 in Sacramento).

Edith has worked for the Bureau of Indian Affairs, the California Rural Health Board and the Indian Health Service. Through her work in support of the American Indian Infant Health Initiative, she is addressing the "gaps in health status" of American Indian infants and their families in Sacramento County - one of a few California counties demonstrating the poorest American Indian maternal/child health status. Edith also was instrumental in coordinating the "Circle of Life for Native Americans," a perinatal program.

"Native Americans have a very high rate of infant mortality and teenage pregnancy," says Edith. "I'm pleased to be working with BabyCal to help bring the Campaign's messages to the Native American community."

If you have not yet heard from your CBO coordinator, she will be calling within the next few weeks. However, if you need to speak with your CBO coordinators, please do not hesitate to call them at the numbers indicated above. In addition, as we expand the BabyCal Network of CBOs, we encourage you to refer other CBOs in your area that may be interested in knowing about BabyCal.

CBO Mailbox

The BabyCal News will periodically feature a column where BabyCal will pose a question to CBOs as well as publish frequently asked questions and provide responses. We welcome your questions and input regarding BabyCal and information about local events or activities.

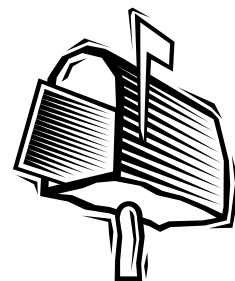
This Issue's Question:

What one new CBO outreach material (e.g., flyers, posters, brochures, etc.) could BabyCal produce to make the campaign more effective with the pregnant women who are helped by your organization?

Please mail your response to: Hill & Knowlton, Attn.: Erica Boatman, 6500 Wilshire Blvd., 21st Floor, Los Angeles, CA 90048. Or, if you wish, you may fax your reply to Erica at fax #: 213-782-8192.

Question: Many CBOs have asked, "When will new BabyCal outreach print materials (i.e., brochures, posters, etc.) be developed?"

Response: During the next year the contractor's team will be working under the direction of DHS to develop newly designed materials that will be effective in educating pregnant women about prenatal care and programs available to help.



For additional information about BabyCal Community-Based Organizations, contact:

- Hill & Knowlton:
Paula Ramsey (213/966-5711)
or Erica Boatman (213/966-5740)
- Department of Health Services:
Lisa Reagan (916/657-3719)
or Teri Hodges (916/657-0255)